

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method for enhancing a broadcast event comprising:
~~a server system providing content from a server system to remote users, the content~~
related to the broadcast event, ~~to the~~ remote users having local devices that can ~~interpret~~ store
~~content and process messages received from the server system to cause information to be~~
~~displayed; and~~
during the broadcast event, the server system providing to the local devices messages that
identify the content and cause the local devices to display the stored content locally;
wherein ~~each of~~ the content and the messages identifying the content are both provided at
~~the same time~~ to at least two different types of local devices, including ~~two or more of~~ personal
computers, set top boxes, net top boxes, and ~~wireless computers~~, consoles, the method further
comprising providing to users different base software for displaying content depending on the
type of local device and hand held computers.
2. (Original) The method of claim 1, wherein the content and messages are sent via Internet Protocol.
3. (Original) The method of claim 1, further comprising, in response to an advertisement being broadcast, the server system selecting one additional advertisement from a plurality of different advertisements tailored to different users, the one advertisement being related to, and for display at the same time as, the broadcast advertisement.
4. (Currently Amended) The method of claim 3, further comprising the server system maintaining user profiles, wherein the server system selects the one additional advertisement based on the user profiles.
5. (Original) The method of claim 3, wherein the server system selects the one additional advertisement based on the user's location.
6. (Original) The method of claim 1, wherein the broadcast event is broadcast over television, radio, and/or the Internet.

7. (Currently Amended) The method of claim 1, further comprising transmitting the interactive content to the local device while the event is occurring, ~~the content being to be stored, and for later transmitting messages to identify display in response to a message after the content to be displayed has been transmitted.~~

8. (Currently Amended) The method of claim 1, further comprising transmitting the interactive content before the broadcast event begins for storage on the local device, and transmitting messages during the event to identify content to be displayed during the event.

9. (Original) The method of claim 1, wherein the content is provided by downloading or by flashing.

10. (Original) The method of claim 1, wherein the messages do not include Internet addresses but are sent at the same time as Internet addresses that are used for accessing web pages with similar content, the local devices displaying content in response to the messages and not using the Internet addresses on receiving a message.

11. (Currently Amended) The method of claim 1, wherein at least two of the different types of local ~~device~~ devices are programmed to display interactive content in a manner different from each other in terms of ~~size and/or~~ location of content on a display.

12. (Original) The method of claim 11, wherein the broadcast content is displayed and the broadcast content and the interactive content are provided on the same display in different windows.

13. (Original) The method of claim 11, wherein the broadcast content is displayed and the broadcast content and the interactive content are provided on separate displays.

14. (Currently Amended) The method of claim 1, wherein the interactive content includes content applicable to multiple episodes of a broadcast events for display during each of the episodesevent, and other content that is applicable to specific events episodes for display during the respective specific episodesevent.

15. (Original) The method of claim 1, wherein at least some of the local devices include a recording device for receiving and storing the broadcast event, the content, and the

messages and associating the timing of the content messages with the programming such that the playback of the broadcast event from the recording device includes the content and messages being provided at the same relative time as during the broadcast.

16. (Original) The method of claim 15, wherein the server system is responsive to a user entering data in response to content displayed during playback of a broadcast event for providing follow-on content related to the user entering data.

17. (Currently Amended) The method of claim 1, wherein the server system determines the type of local device and provides the base software information in response to that determination including a configuration file for interpreting messages.

18. (Currently Amended) The method of claim 1, wherein a first type of local device is programmed to use the content from the server system in one manner and a second type of local device is programmed to use the content from the server system in another and different manner.

19. (Currently Amended) ~~An interactive system including a server system for providing to local users messages and content related to a broadcast event~~ The method of claim 1, the server system maintaining multiple local advertisement messages directed toward different users or groups of users, the server system, responsive to an advertisement being broadcast with the broadcast event, for selecting one of a plurality of the local advertisements and for causing that advertisement to be displayed additionally to the user at the same time as the advertisement in the broadcast event.

20. (Currently Amended) The ~~system~~ method of claim 19, wherein the selected local advertisement is based on the user's location.

21. (Currently Amended) The ~~system~~ method of claim 19, wherein the selected local advertisement is based on a profile of the user.

22. (Currently Amended) The ~~system~~ method of claim 19, wherein the selected local advertisement is provided to a computer and the broadcast event is to a television.